

## What We Sent to Your Principal:

By mid-February every principal in the country will have received a Census 2000 kit from the U.S. Census Bureau and Scholastic. This kit is full of materials to promote Census 2000 activities.

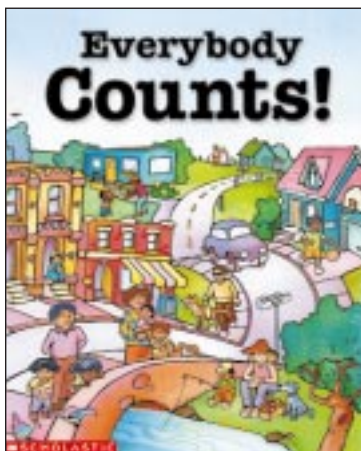
### EACH KIT CONTAINS:

- A 6-page Principal Guide featuring Census 2000 activities for districts, schools, teachers, students, and communities
- A sample press release
- A list of local Census Bureau contacts
- A letter from the Director of the U.S. Census Bureau
- A large, two-sided Census 2000 color poster
- A reproducible letter, printed in 6 languages, for students to take home to their families



## Everybody Counts! is Coming to Head Start Centers

**Everybody Counts!** was developed to educate preschool students and their families about the importance of participating in Census 2000. The **Everybody Counts!** teaching package includes: the big book, **Everybody Counts!**; an audio tape; small



**Everybody Counts!** books for children to take home; a Teacher Guide; a reproducible family letter; and sheet music for the census song, "I Count!" Through these materials, young children will discover the values of community and diversity, learn to develop their counting and observation skills, and increase their self-esteem. Materials are available in both English and Spanish.

## Census 2000 Advertising Campaign

With each decennial census, it has become more difficult to count everyone. For Census 2000, paid advertising is a key part of the plan to promote census awareness and participation. By sending the right message to the right people at the right time, paid advertising can increase response rates to the census by heightening public awareness of Census 2000. Advertising messages have been developed to educate, motivate, and remind everyone to complete the census form, to return it promptly, and to cooperate with census staff making follow-up inquiries.

The U.S. Census Bureau selected the New York advertising firm Young and Rubicam Inc. (Y&R) to design, develop, and implement a paid advertising campaign for Census 2000. Y&R, along with four other top advertising firms, has created ads targeting African-Americans, Hispanics, Asians and Pacific Islanders, and American Indians, as well as those of Russian, Eastern European, Middle Eastern, Pan-African, Pan-Caribbean, and Haitian descent. The ads are appearing in English and other languages in national and local media, including print, radio, television, and billboards.

### Look and listen for the following advertising slogans:

General: **This is your future. Don't leave it blank.**

African-American: **This is our future. Don't leave it blank.**

American Indian/Alaska Native: **Generations are counting on this. Don't leave it blank.**

Spanish (in 50 states): **Es nuestro futuro. Hágase Contar.**

Chinese: 為您與下一代，請不要讓它空白

Polish: **oja przyszłość. Nie zawieszaj**

Russian: **Это ваше будущее. Не оставляйте в нём белых пятен.**

Vietnamese: **Đây là tương lai của chúng ta. Xin đừng bỏ trống.**